



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Botelho, et al.

Appl. No.: 09/728,704

Filed: December 1, 2000

Title: DATA PROCESSING SYSTEM
FOR TARGETED CONTENT

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Dear Sir:

In response to non-final Office Action dated December 23, 2004, Applicants file the enclosed response.

REMARKS

Claims 107 and 108 were rejected under §102(e) as being anticipated by Eldering, U.S. Pat. No. 6,216,129. However, Eldering fails to teach several limitations recited in the claimed invention.

The Eldering Reference

Eldering teaches the following method of advertising: "Pay me, the consumer, to view ads of products/services that you, the advertising system, think correspond to my 1) demographics; 2) lifestyle; and 3) product preferences. (See column 3, lines 5-13).